CLAIM AMENDMENTS

Following entry of the amendments in this Response, the pending claims in the present application read as follows:

1. (Currently Amended) A mounting bracket system, comprising:

(a) a vertical support having regularly spaced apertures;

(b) a mounting bracket mounted to the vertical support in a mounted position, the mounting bracket comprising:

a plate having a front surface constructed to attach the display hook thereto;

a pair of laterally spaced prongs connected to the plate and attaching the plate to the vertical support via the apertures, each of the prongs having a first portion extending rearwardly from the plate and a second portion extending downwardly from the first portion, the second portion having a vertical height less than or equal to a diameter of the apertures;

an interior chamber defined by the rear surface of the plate and the inner surfaces of the first and second portions of the prongs, the interior chamber having a horizontal width less than ~~or substantially equal to~~ the thickness of the vertical support such that the rear and inner surfaces firmly engage the vertical support and attach the mounting bracket thereto in the mounted position;

wherein the mounting bracket is made of and comprises a single unitary component part; and

(c) a display hook secured to the mounting bracket.

2. (Previously Presented) The mounting bracket system of claim 1, wherein the horizontal width of the chamber is between about .230 to about .235 inches.

3. (Cancelled)

4. (Previously Presented) The mounting bracket system of claim 1, wherein the prongs engage and positively compress the vertical support in the mounted position.

5. (Previously Presented) The mounting bracket system of claim 1, wherein an upper portion of the plate extends above the inner surface of the first portion of the prongs to provide rotational stability, the upper portion engaging the vertical support.

6. (Previously Presented) The mounting bracket system of claim 1, wherein the prongs are integrally formed with the plate.

7. (Previously Presented) The mounting bracket system of claim 1, wherein the bracket is stamp formed from sheet metal, wherein a generally uniform cross sectional thickness is provided generally throughout the mounting bracket, when measured perpendicularly between opposed sides of the bracket and not through an outer peripheral edge of the bracket.

8. (Previously Presented) The mounting bracket system of claim 1, wherein the prongs are positioned adjacent a top edge of the plate.

9. (Previously Presented) The mounting bracket system of claim 1, further comprising a second pair of laterally spaced prongs structured similarly to the first pair of prongs but vertically spaced therefrom, the inner surfaces of the first and second portions of the second pair of prongs defining a second chamber for receiving the vertical support therein.

10. (Previously Presented) The mounting bracket system of claim 9, wherein a lower portion of the plate extends below the inner surfaces of the first portions of the second pair of prongs to provide rotational stability.

11. (Previously Presented) The mounting bracket system of claim 1, wherein the mounting bracket includes a premounted position, with the plate disposed generally parallel to the vertical support in spaced relation thereto forming a gap therebetween and with each of the second portions of each prong situated in a corresponding one of the apertures in the vertical support, wherein the mounting back moves from the

premounted position to the mounted position by a sequence of a horizontally displacement and a vertical displacement without pivoting movement.

12. (Currently Amended) A mounting bracket system, comprising:

(a) a vertical support having regularly spaced apertures;

(b) a mounting bracket mounted to the vertical support in a mounted position, the mounting bracket comprising:

a plate having a front surface constructed to attach the display hook thereto;

a first and second pair of laterally spaced prongs connected to the plate attaching the plate to the vertical support via the apertures, the first pair of prongs being vertically spaced above the second pair of prongs, each prong having a first portion extending rearwardly from the plate and a second portion extending downwardly from the first portion;

the first portion of each prong extending rearwardly a distance less than ~~or substantially equal to~~ the thickness of the vertical support, the second portion of each prong having a vertical height less than or equal to a diameter of the apertures;

wherein the mounting back is stamped from sheet metal such that the plate and prongs have opposed generally flat sides with a generally uniform cross sectional thickness therebetween; and

(c) a display hook secured to the mounting back.

13. (Previously Presented) The mounting bracket system of claim 12, wherein a rear surface of plate lies generally flush with vertical support.

14. (Previously Presented) The mounting bracket system of claim 12, wherein each prong includes an inner surface that firmly engages the vertical support.

15. (Cancelled)

16. (Previously Presented) The mounting bracket system of claim 12, wherein the prongs compress the vertical support when attached thereto, and wherein the mounting bracket includes a premounted position, with the plate disposed generally parallel

to the vertical support in spaced relation thereto forming a gap therebetween and with each of the second portions of each prong situated in a corresponding one of the apertures in the vertical support, wherein the mounting back moves from the premounted position to the mounted position by a sequence of a horizontally displacement and a vertical displacement without pivoting movement.

17. (Previously Presented) The mounting bracket system of claim 12, wherein an upper portion of the plate extends upwardly to a point equal to or above the first portion of the first pair of prongs to provide rotational stability.

18. (Previously Presented) The mounting bracket system of claim 12, wherein a lower portion of the plate extends below the inner surfaces of the first portions of the second pair of prongs to provide rotational stability.

19. (Currently Amended) A mounting bracket system, comprising:

(a) a vertical support having regularly spaced apertures,

(b) a hanger assembly comprising:

a display hook having at least one horizontally extending arm;

a mounting bracket mounting the display hook to the vertical support via the apertures, the mounting bracket including a plate having a front surface constructed to attach the display hook thereto and a first and second pair of laterally spaced prongs connected to the plate, the first pair of prongs being vertically spaced above the second pair of prongs, each prong having a first portion extending rearwardly from the plate and a second portion extending downwardly from the first portion;

the first portion of each prong extending rearwardly a distance less than ~~or substantially equal to~~ the thickness of the vertical support for secure attachment of the hanger assembly;

the second portion of each prong having a vertical height less than or equal to a diameter of the apertures for attaching the hanger assembly to the vertical support without rotating the hanger assembly and disturbing the area above the hanger assembly when the

mounting bracket moves between premounted and mounted positions relative to the vertical support; and

wherein the mounting back is stamped from sheet metal such that the plate and prongs have opposed generally flat sides with a generally uniform cross sectional thickness therebetween.

20. (Previously Presented) The mounting bracket system of claim 19, wherein an upper portion of the plate extends upwardly to a point equal to or above the first portion of the first pair of prongs to provide rotational stability.

21. (Previously Presented) The mounting bracket system of claim 19, wherein a lower portion of the plate extends below the inner surfaces of the first portions of the second pair of prongs to provide rotational stability.

22. (New) The mounting bracket system of claim 1, wherein the first and second portions are each planar.

23. (New) The mounting bracket of claim 12, wherein the first and second portions are each planar.

24. (New) The mounting bracket of claim 19, wherein the first and second portions are each planar.